



DTE Insight[®]

The app that puts real-time home energy usage data at your fingertips.



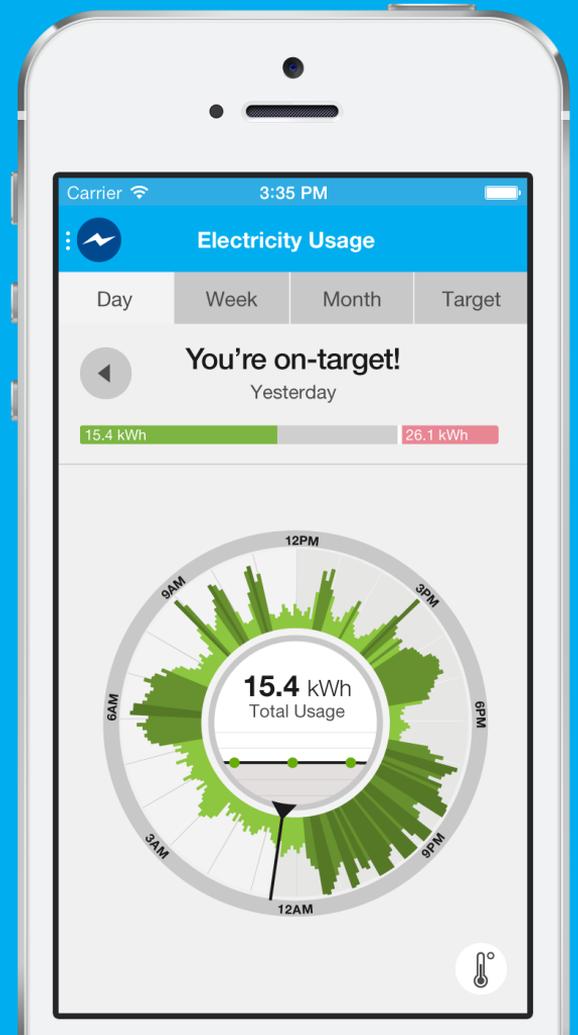
USE LESS.
**SAVE
MORE.**

“How can I be more aware of my Energy Use?”



DTE Insight :

- Discover
- Identify
- Explore
- Save



Integrated Experience

Connecting smartphone to home's advanced meter. Help discover energy usage.



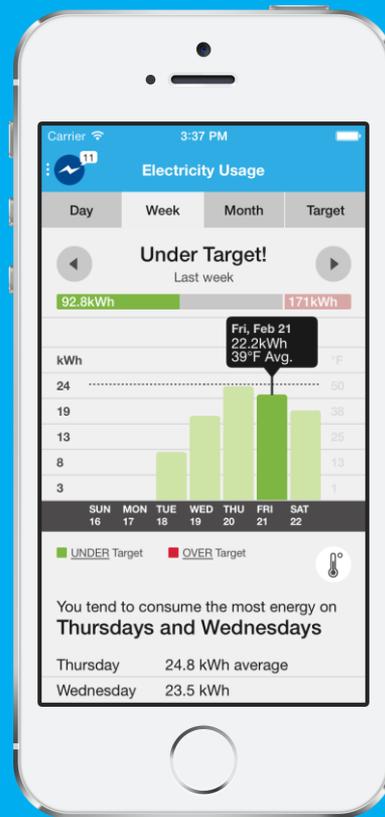
Real Time Data

Insight into energy peaks and patterns. Empowers customers to take meaningful action.



Historical Tracking

Customers can see how much energy they have used each day, week, month, track usage trends and view progress.



WEEKLY VIEW



MONTHLY VIEW

Set a Target

Customers can track their energy consumption as they approach their energy target.



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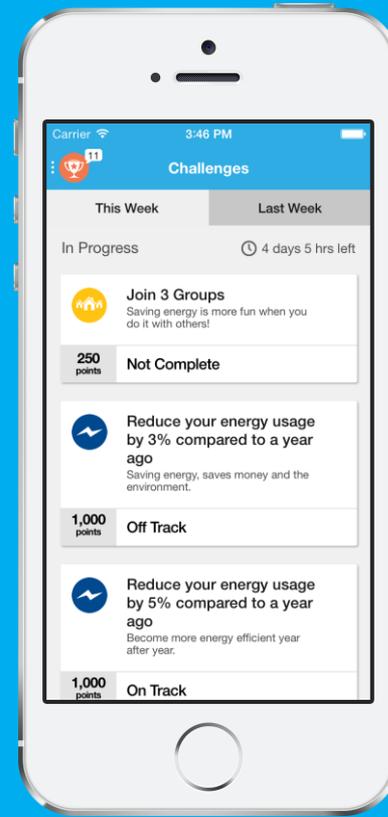
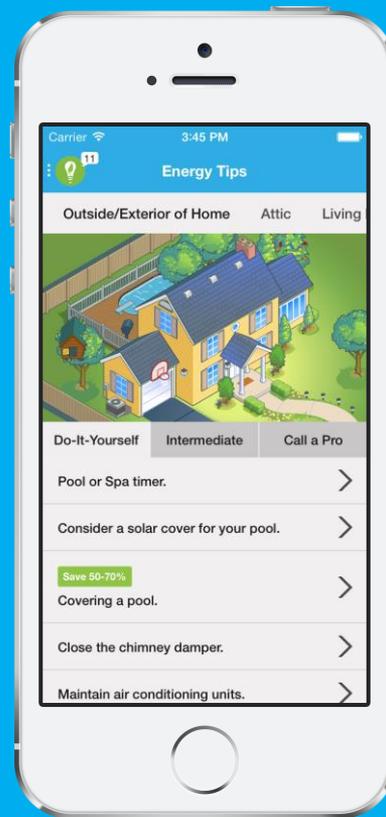
Dashboard View

Continuous insight into energy efficiency and performance within the home.



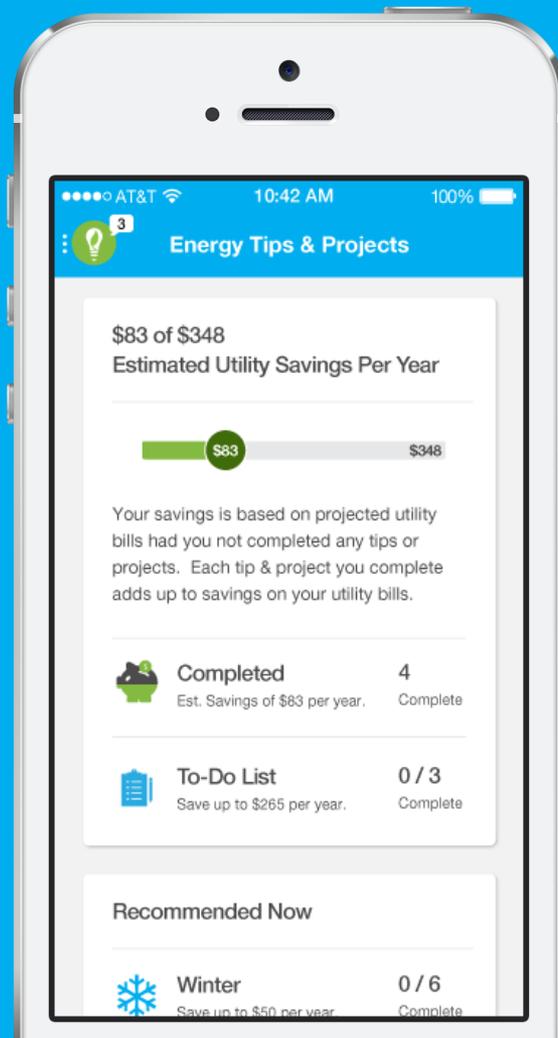
Tips and Challenges

Helpful ideas and challenges to inspire energy reduction and savings.



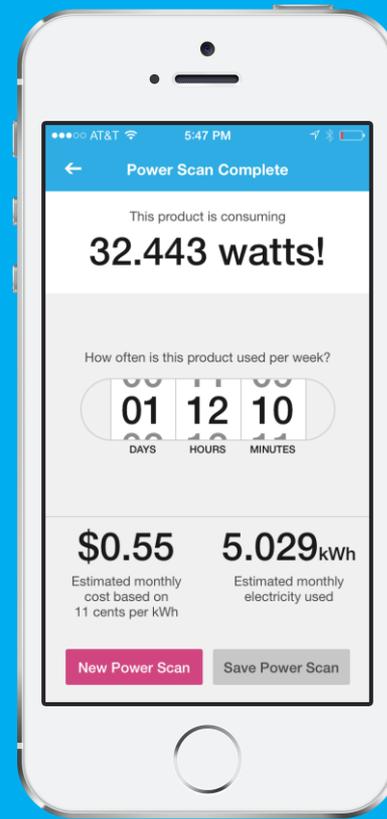
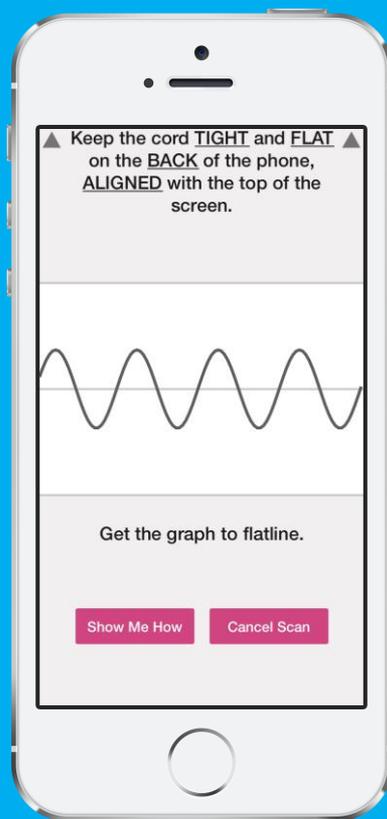
Coaching Engine

Customized energy plans help reduce usage and save money throughout the year.



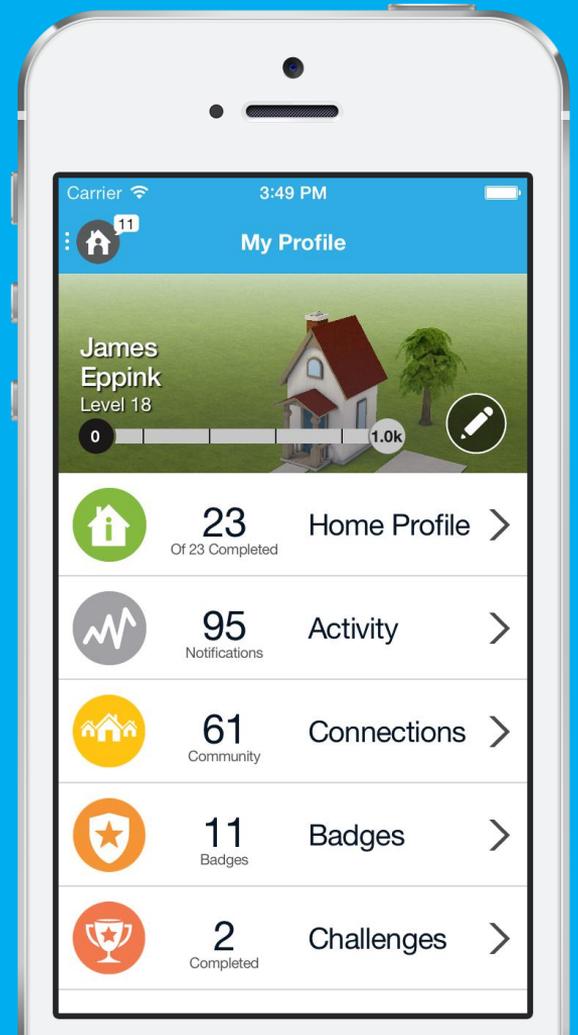
Power Scan

A convenient way to measure the energy consumption of devices by scanning the power cord.



Continued Engagement

Customized Profiles, Projects, Badges and Rewards keep users coming back.



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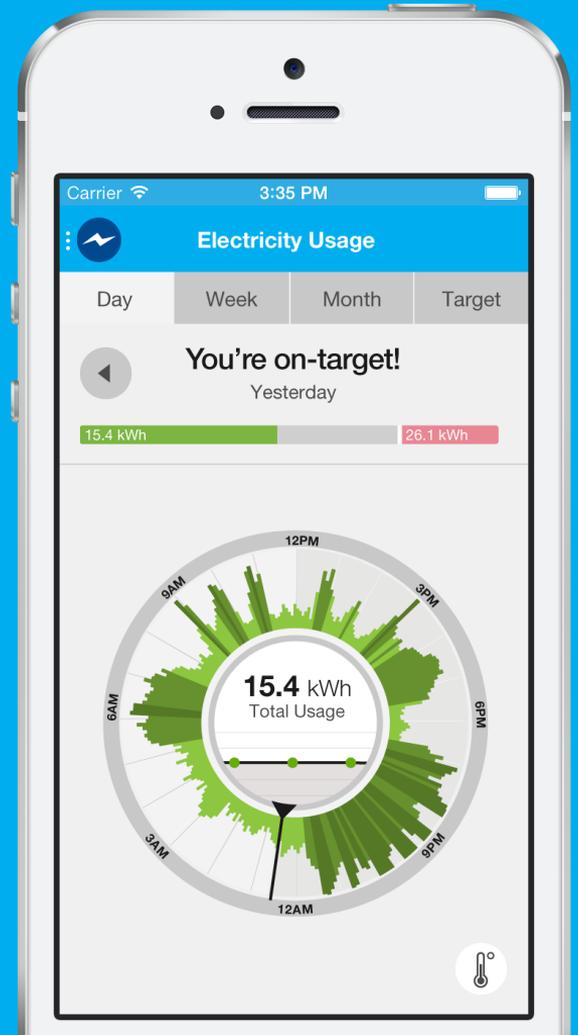
Key Challenges

Utility

- Scalability
- Integration
- Cost Effectiveness

Customer

- Privacy
- Actionable
- Frictionless



by the Numbers

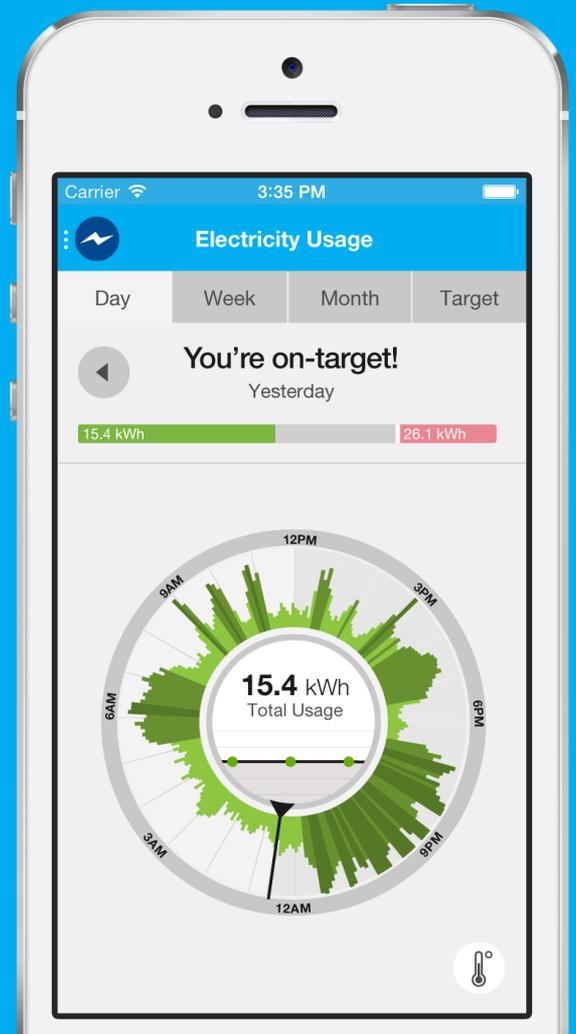
335,313 Total Downloads

151,131 Unique Downloads

66,572 Bridge Requests



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What the Future Holds



HEM Pilots

- Employee – completed
- Customer – Q2 2018





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